

HOW TO WIN THE MARKETS OF THE NEW WEST

METROPOLITAN
OAKLAND AREA
CALIFORNIA

Geographic places
Oakland
#6880



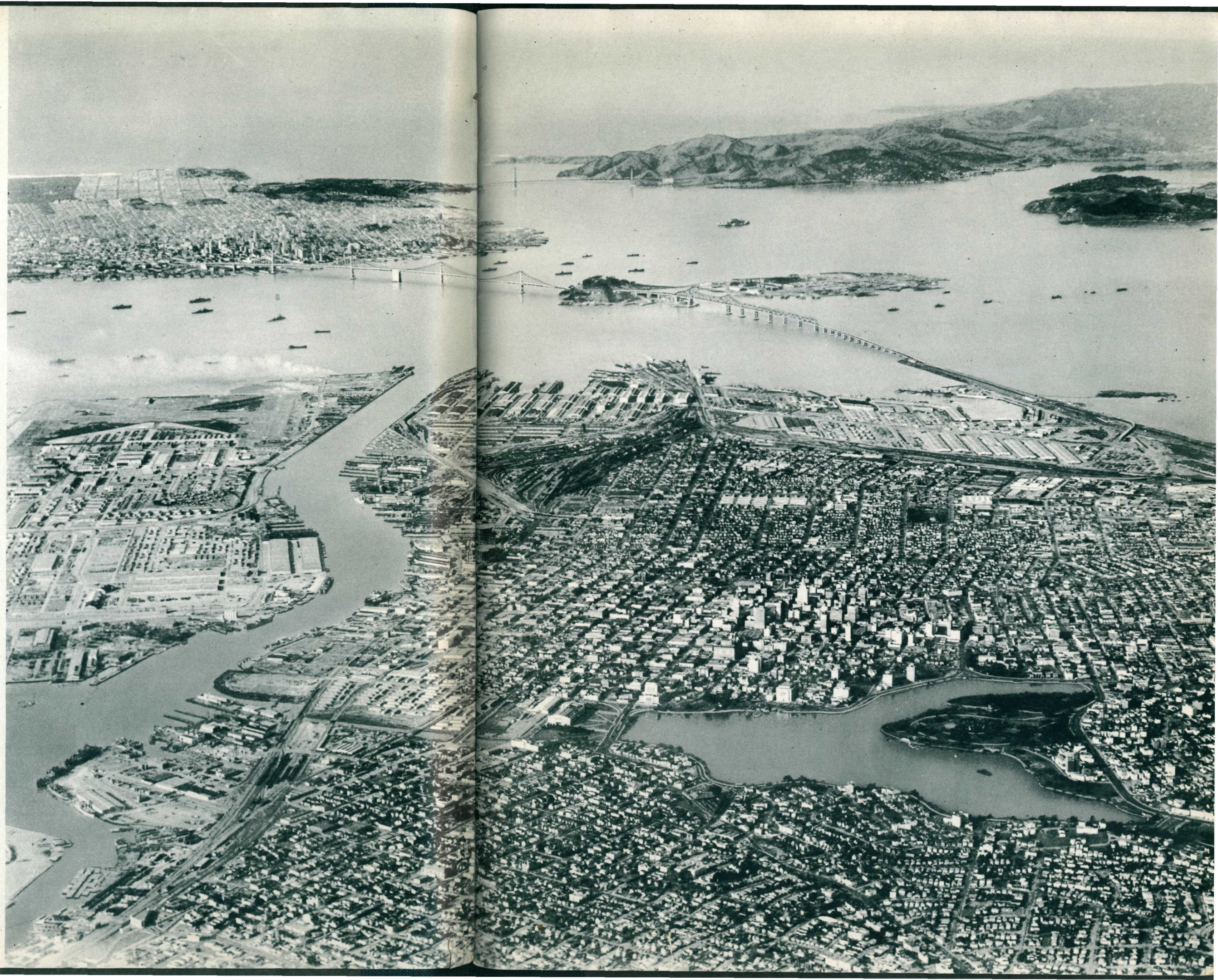
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LOOKING WEST from an altitude of 6,000 feet. Beyond mile-long Lake Merritt is Oakland business and shopping center. In middle distance (left to right) are Inner Harbor with U. S. Naval Air Station beyond; rail terminals and U. S. Naval Supply Depot. Outer Harbor and Oakland Army Base. Oakland-San Francisco Bay Bridge leads the eye to San Francisco and longest single-span bridge in the world across the Golden Gate. In far distance the horizon line of the blue Pacific.



PACIFIC COAST HIGHLIGHTS

CALIFORNIA FIRST
in Passenger Car
Registrations

REGISTRATION BY STATES		REGISTRATION BY COUNTIES	
1947		1947	
CALIFORNIA	2,697,362	Los Angeles	1,185,800
New York	2,227,556	New York	743,208
Pennsylvania	1,779,610	Cook (Chicago)	698,713
Ohio	1,750,325	Wayne (Detroit)	529,723
Illinois	1,609,689	Cuyahoga (Cleveland)	310,572
Michigan	1,449,247	Philadelphia	240,744
Texas	1,355,939	St. Louis	224,451
New Jersey	908,380	Allegheny	
Massachusetts	832,432	(Pittsburgh)	219,714
Indiana	821,292	Erie (Buffalo)	184,377
Missouri	748,497	Baltimore	182,286
Wisconsin	745,653	ALAMEDA (Metropoli-	
Minnesota	691,056	tan Oakland Area)	176,576
Iowa	626,737	Essex (Newark)	166,697
North Carolina	559,711	King (Seattle)	165,631
		San Francisco	164,775
		Hennepin (Minneapolis)	149,988

Source: R. L. Polk & Company figures to July 1, 1947.

CALIFORNIA THIRD
in Farm Income

Of the 200 counties in U. S. A. with largest net cash farm incomes ⁽¹⁾

The FIRST 4 are in California

13 of the first 25 are in California

California net farm income is \$1,081,615,000, third in the Nation

Metropolitan Oakland Area (Alameda County) \$28,766,000 ⁽²⁾

¹ Sales Management, May 10, 1948.

² Alameda County actual figures for 1947, Government payments not included.

BUYING INCOME
per capita

FIRST in the Seven Leading Metropolitan
County Areas of the United States

AREA	1947 NET EFFECTIVE BUYING INCOME ¹	PER CAPITA ²
Oakland-San Francisco (6 counties)	\$ 3,805,657,000	\$1,713
Los Angeles (2 counties)	6,381,950,000	1,590
Chicago (4 counties)	8,204,042,000	1,667
New York (16 counties)	19,013,623,000	1,548
Detroit (3 counties)	4,053,858,000	1,326
Boston (5 counties)	3,956,796,000	1,270
Philadelphia (7 counties)	4,590,995,000	1,350

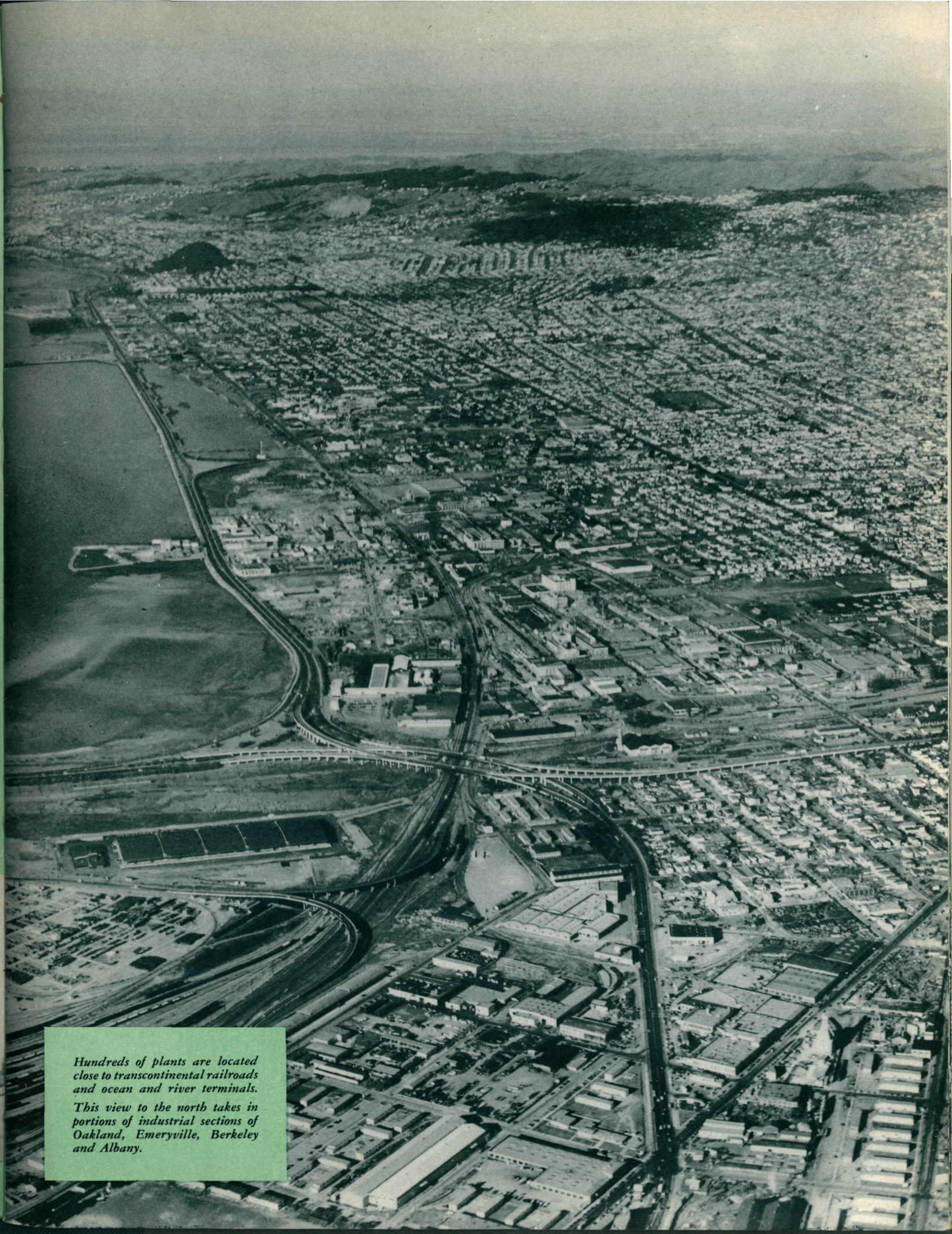
¹Sales Management Survey of Buying Power, May 10, 1948.

²Civilian Population Estimates, January 1, 1948—Sales Management.

7 out of 10 leading
Pacific Coast counties
are in CALIFORNIA

COUNTY	CHIEF CITY	1947 NET EFFECTIVE BUYING INCOME
Alameda	Oakland	\$1,240,275,000
San Francisco	San Francisco	1,828,042,000
Los Angeles	Los Angeles	6,170,223,000
San Diego	San Diego	574,147,000
Santa Clara	San Jose	342,708,000
Sacramento	Sacramento	366,445,000
King	Seattle	1,149,501,000
Multnomah	Portland	910,409,000
Spokane	Spokane	351,353,000
Fresno	Fresno	333,806,000

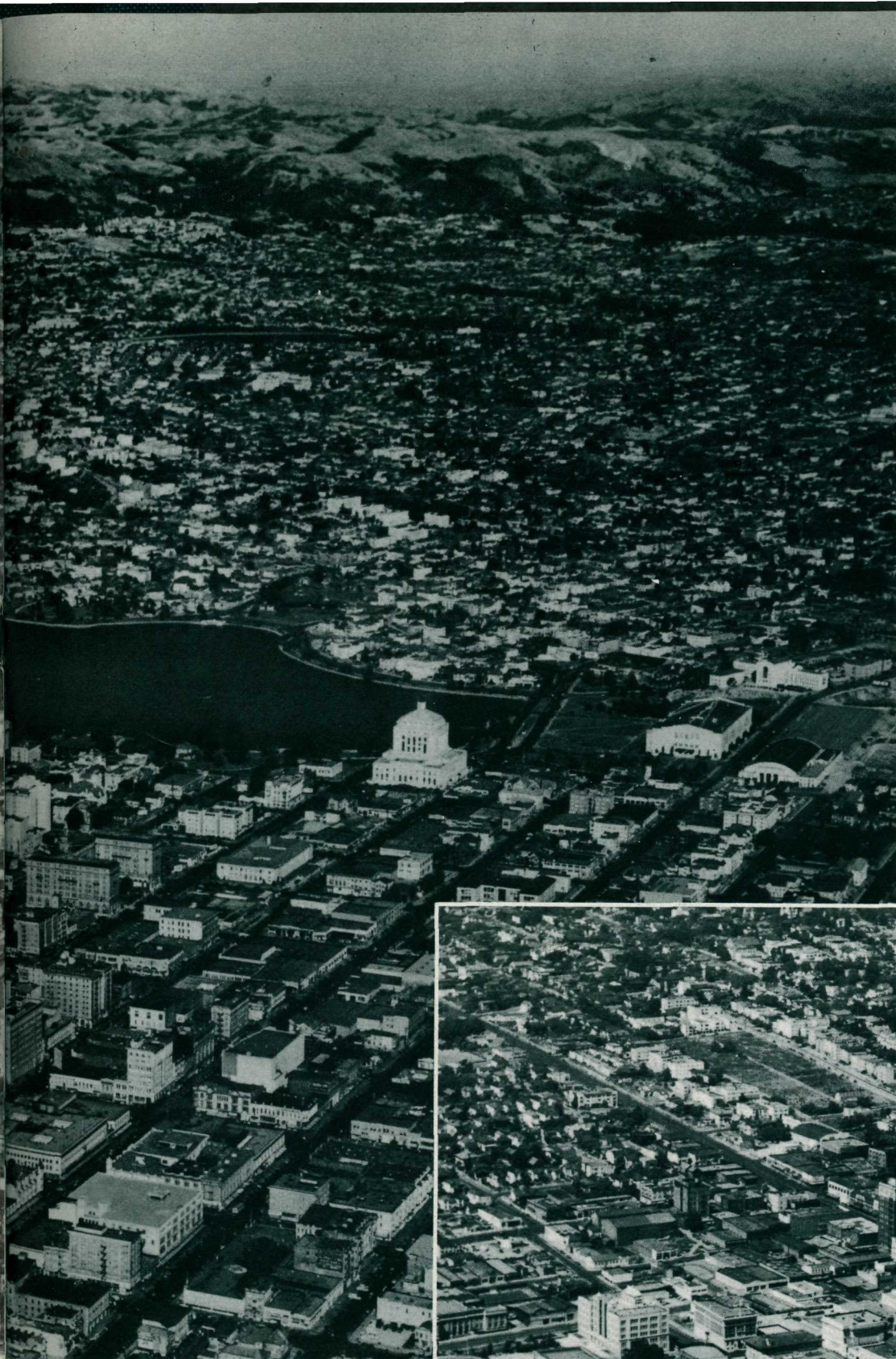
Sales Management Survey of Buying Power, May 10, 1948 (Estimated)



Hundreds of plants are located close to transcontinental railroads and ocean and river terminals. This view to the north takes in portions of industrial sections of Oakland, Emeryville, Berkeley and Albany.



Several of the Nation's largest food manufacturers have plants here. This is H. J. Heinz Company, Berkeley.



BERKELEY'S modern downtown business district (below) lies close to University of California campus (portion of which is at upper right) and between the northern and southern sections of the city. Berkeley High School at left.

Berkeley with 110,000 population, long famed as an educational center (University of California, Pacific School of Religion, and others) also is an important industrial city. (Colgate-Palmolive-Peet and Heinz are among the nationally known names).

Beautiful homes overflow the crests of the hills toward the east (right). The industrial section is to the west towards the Bay.

19

15 minutes from factory or office to a scenic home in the hills

Five roughly parallel bands of community activity characterize the eight closely associated cities that extend for more than 20 miles north and south on the mainland side of the Bay. Along the shoreline are the

ocean and river terminals and wharves. Then the rails and terminals of the transcontinental railroads. Next comes the industrial section from five to twenty city blocks wide, paralleled by the business sections.

The next band includes the city residential areas, which merge with suburbs extending up into the hills overlooking the Bay.

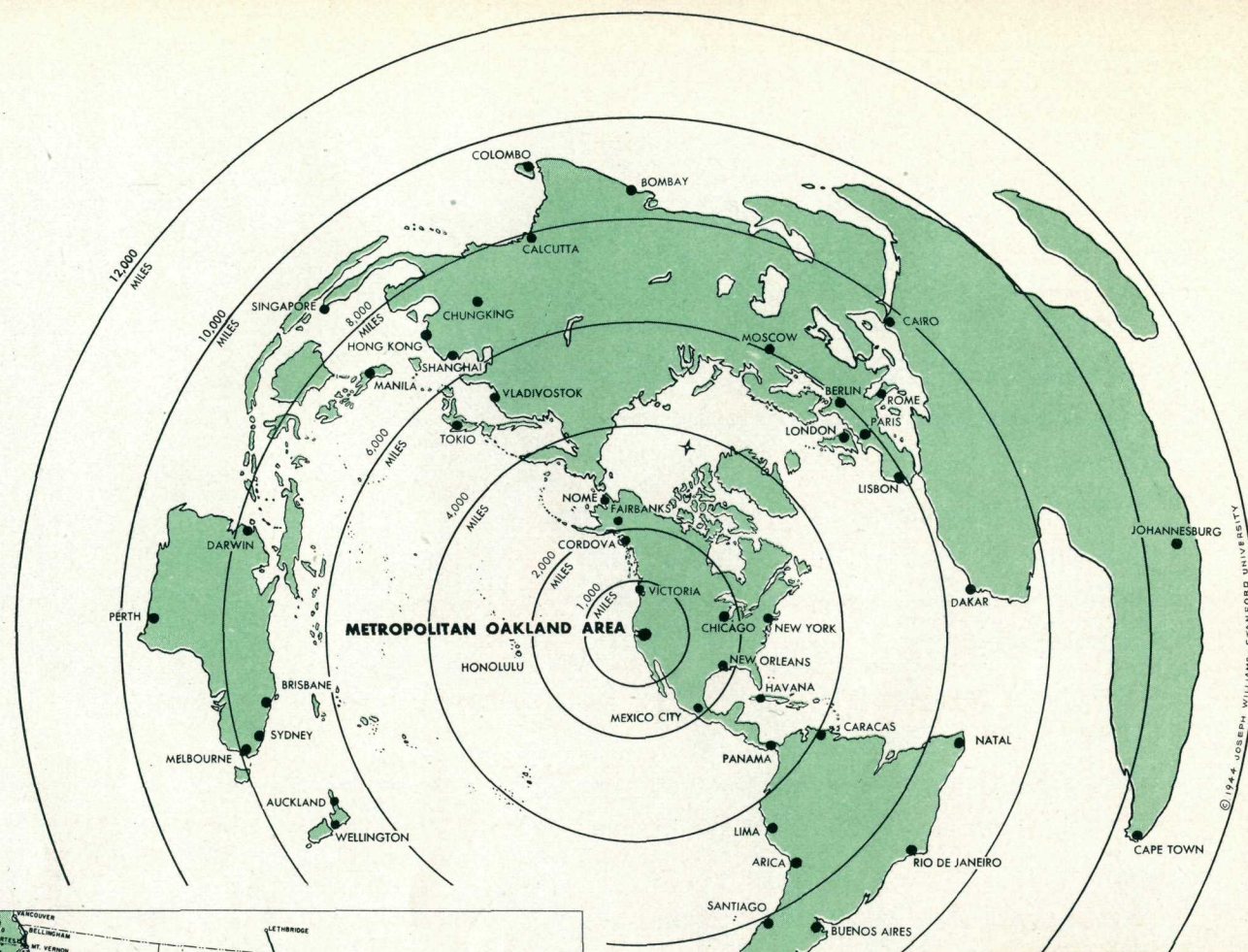
This parallel development of the community makes it possible to live only a few minutes from office or plant.

MILE-LONG SALT-WATER LAKE MERRITT dominates this photograph of Oakland, population 430,000, chief city of Metropolitan Oakland Area.

Alameda County Courthouse at south (right hand) end of lake near Civic Auditorium and Exposition Building. Oakland City Hall and main business and shopping district are near center.

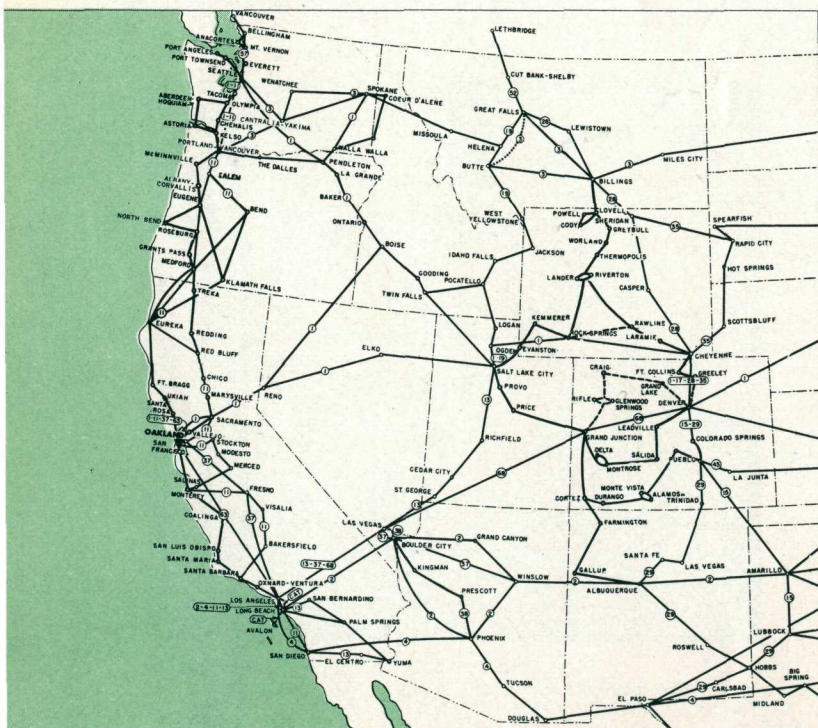
Suburban homes spread up into the hill areas. Mt. Diablo in left distance.





Anywhere in the world within 40 hours

This global equidistant projection map shows, how, with Metropolitan Oakland Area as its "north pole," the most distant point in the world is only 40 air transport hours away. (At plane speed of 300 miles per hour, transports to cruise at 450 miles an hour are already in the air).

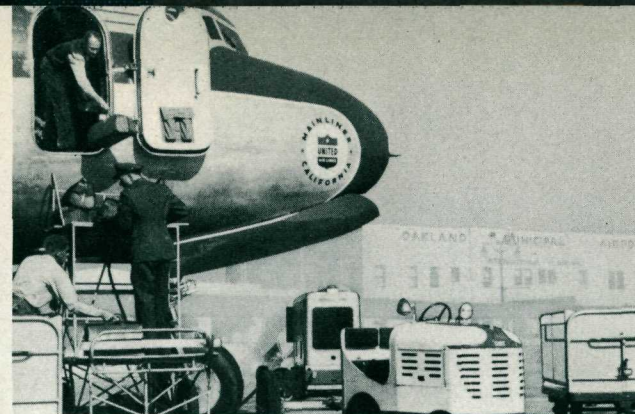


AIRWAYS CENTER of the NEW WEST and the PACIFIC

AT THE CROSSROADS of the north and south, the eastern and the transpacific routes, Oakland Municipal Airport (see opposite page) offers the manufacturer, business man and private citizen complete modern freight transport, air express and passenger service.

Only civilian field in Northern California with dual runways and all-weather landing systems. Most centrally located airport in San Francisco Bay Area. Only 20 minutes from Oakland City Hall and main business district.

Nine major domestic and transoceanic lines. Home base for 30 civil aviation concerns.



Liners of five domestic carriers certificated to this Area serve Oakland Airport. Typical loading scene as one of the four-engine liners takes on cargo near the Terminal Building.

Oakland International Municipal Airport

has been expanded by the City, the Civil Aeronautics Administration and the Army and Navy to four times its pre-war size, and today is one of the largest civilian airports in the world. Spreading over 2400 acres, it is world renowned among airmen and air travelers for its all-clear approaches, excellence of its design and efficiency of its operation. The birthplace of modern air transportation as a result of Guggenheim Foundation tests conducted here in the early thirties, and of oceanic flying through the trail-blazing Pacific flights which lifted from its runways in the late twenties, Oakland Airport has maintained its leadership through the years. As evidence of its public service, the more than five miles of runways have logged nearly 6,000,000 aircraft movements, believed to be a world record for civilian airports.

The only mainland terminal for the trans-Pacific airways and only civilian airport in Northern California providing the protection of both types of instrument landing systems, Oakland Airport also has dual runways, which greatly increase the safety of handling arrivals and departures and facilitate operation.

Home base for 30 aviation concerns

Oakland Airport is home base for 30 civil aviation concerns, including Transocean Air Lines, world's largest contract air carrier.

Customs and immigration offices are located at the field, making it an airport of entry.

Domestic air transportation service is supplied by four major airlines, and eight others have applied to the Civil Aeronautics Authority for certificates.

Air express and freight services provide overnight delivery to New York and nearly every other important city in the country.

Expansion program

The expansion program now under way calls for expenditure of another \$10,000,000. Plans include parallel runways 10,000 feet long in three directions, a total of six heavy duty runways. The projected master plan will give Oakland Municipal Airport a Class 9 rating, the highest classification.

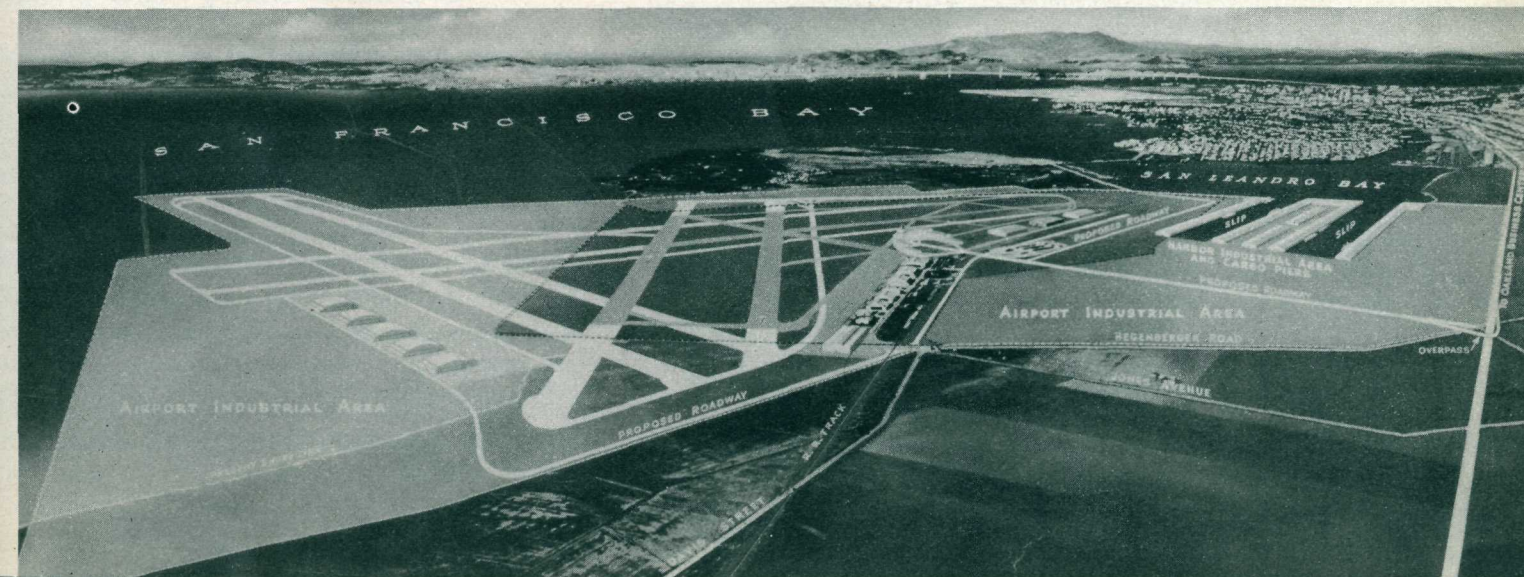
Facilities provide for handling of air freight between rail, water, truck and air carriers. Loading space is provided for simultaneous accommodation of 30 air transports.

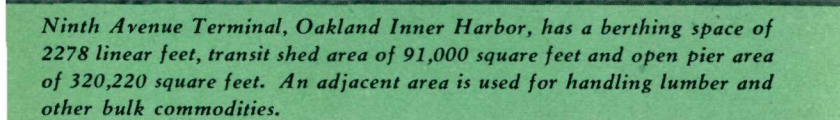
An industrial area of 643 acres has been set aside for industries connected with aviation factories and assembly plants.

Factory sites on a 35-foot deep channel to the bay provide direct water service for overseas and inter-coastal shipments. Transcontinental railroad and highway facilities also are available.

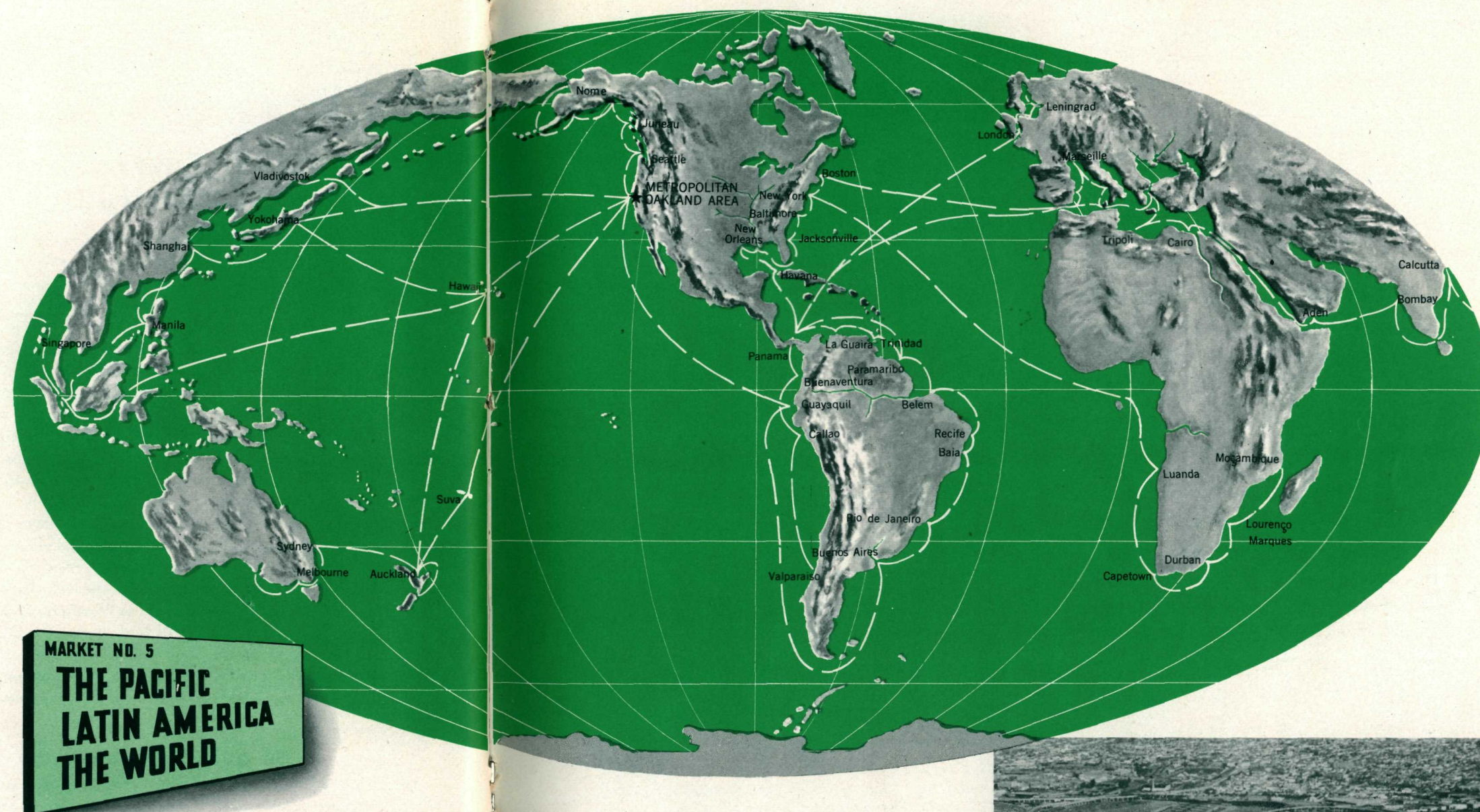
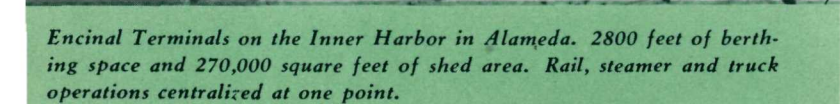
Metropolitan Oakland Area has three major airports: Oakland Municipal Airport—wartime world headquarters of Naval Air Transport Service, and terminal of its 4-engine landplane Pacific operations—and the former Army fields at Hayward and Concord. A master airport plan projects 15 airports to meet the needs of Metropolitan Oakland Area in the next decade.

Oakland Municipal Airport, the only all-weather civilian airport in Northern California.





On Oakland Inner Harbor is Howard Terminal. Three transcontinental railroads have rail connections. Berthing space exceeds 1600 feet. Transit sheds, 253,000 square feet.



Centrally located

MANY MILLIONS OF TONS of a great diversity of products have been shipped from the Port of Oakland and the privately owned terminals of Metropolitan Oakland Area. Today, with world trade again forging ahead, the profit opportunities are greater than ever.

Prospective customers in the Pacific Basin countries are hungry for goods—the Orient, Australia, New Zealand, Russia, Latin America, Canada, Alaska.

And these countries are prolific sources of raw materials needed by American manufacturers.

The logical location for a company interested in these rapidly developing export-import opportunities is Metropolitan Oakland Area because:

world port

Commanding position for world trade, as shown by the accompanying map.

On the mainland side of San Francisco Bay.

Terminus of three transcontinental railroad systems.
Direct loading between ship and cars.

A system of deepwater harbors and terminals unexcelled on the Pacific Coast.

Steel and concrete construction, sprinkler equipped.
Low insurance rates on cargo.

Thoroughly modern facilities for handling all types of cargo.

Foreign Trade Zone, operated by California State Harbor Commission, provides duty-free facilities of a free port in fenced-in and customs-guarded area in San Francisco.

